

Spanish American Institute and the schools of these two communities. Alternate numbers appropriate for the service were given by chosen students of the three mentioned groups, and hymns were sung by the joint glee clubs accompanied by the mighty pipe organ. Mr. Deeks has, undoubtedly been the father of an idea that will become an institution in the life of this district, and other schools following the close of this very successful program have requested to be included in the coming season's contemplated event.

HARBOR DISTRICT FEDERATION: Under the report of conventions and entertainment considerable detail is given describing the purposes and activities of the Harbor District Chamber of Commerce Federation. Accredited delegates from the local bureau maintain committee contact with the various activities of this regional civic group, especially in the capacity of industrial and highway matters. Valuable assistance in obtaining continuity development of highways in the county regional plan has been secured through the affiliation with this federation. The great metropolitan county sanitation system, of which Torrance is a part, was conceived, programmed and legislative enabling provisions developed through the medium of the Harbor District organization. The federation is a living example of the parable of strength in numbers, and the local bureau is fortunate to have several of its own representatives as officials of this regional body.

BUREAU SERVICES

GENERAL RECEPTION OFFICE: The local chamber offices virtually serve as reception quarters for practically every newcomer and stranger within our gates. In this capacity hundreds of individuals have received personal service and have been provided with information nearly as wide in variety as the number of people contacted. The first impression which most of these folks obtain of this community comes through the hands and personality of the member of the staff which this bureau maintains for this service, and the multitudinous capacities which are demanded from an office of this nature.

LITERATURE AND INFORMATION GUIDES: Through convenient display racks community, resort and general travel information regarding locations and utilities throughout the Pacific coast are maintained. The collection of this material at the local bureau is the most complete in this section of the county, and its use by the people of this city and surrounding communities is ever increasing. Members of the school faculties avail themselves of this material also, and direct pupils to make literature collection here which guides them in their studies.

MAPS AND TRANSPORTATION SCHEDULES: A complete service of state highway maps for every state in the Union where such facilities are obtainable, together with individual railway schedules, and the complete national railway guide are maintained for free public distribution. This service, like that of general literature, is much used, especially in vacation seasons. With the official railway guide the chamber office is equipped to assist in the planning of trips throughout the nation, with accurate travel schedules, using any line or connecting line in the entire country.

DIRECTORIES: City directory of Los Angeles and several other Los Angeles county cities are maintained, and this office is the only point in this community where such information is available. It is needless to say that these facilities are used many, many times, and apparently much appreciated by the public.

ASSESSMENT ROLLS: Probably no expenditure made for equipment has proved to be a better investment than the procuring by this bureau of photostatic copies of the official assessment rolls for this city. These volumes acquired three years ago have been brought up-to-date each succeeding year when the tax rolls are officially closed at the County Assessor's office in March. Previous to the acquisition of this data any local taxpayer was required to make a laborious trip, entailing considerable cost, to the Hall of Records in Los Angeles when any examination of such records was desired. The so-called ten cent promotion tax multiplied on the average assessed valuation of residence property, is approximately \$1.80 per year. One trip to the city of Los Angeles and the Hall of Records to previously observe tax roll information would cost a citizen more than the total amount which he pays annually toward this ten-cent promotion tax. Many using this information locally have remarked that if nothing else was obtained from the expenditure of the promotion tax as far as they were concerned they would feel that they had their money's worth, to say nothing of the considerable amount of tangible benefits, and the large volume of intangible assets which the report herewith reflects.